

## **ORDER**



Orders	Order / Rev:	168415
	Alt Order #:	06360263
	Product Desc:	CROSSROADS GPS
	Estimate:	1076
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	10/01/12 / 10/01/12
	Order Type:	GENERAL

**WDJT-TV-LP**

Agency	Name:	Crossroads Media
	Buying Contact:	Noelle Ramsey
	Billing Contact:	
		66 Canal Center Plaza
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Issue/Crossroads GPS</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	PL Issue
	<b>Priority:</b>	P-1
	<b>Revenue Codes:</b>	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	15	\$17,500.00	\$14,875.00

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14,875.00	0.00
Totals	15	\$17,500.00	\$14,875.00	0.00

#### **Account Executives**

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton	Atlanta	South	Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$281,833.33

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Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WITI	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTW	1%	\$2,916.67
WTU	0%	\$0.00

Order / Rev: 168415  
Alt Order #: 06360263  
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Issue/Crossroads GPS  
Product Desc: CROSSROADS GPS  
Estimate: 1076

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/15/12	10/15/12	M-F Late News	CM	10p-1035p		1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12    10/21/12    1-----    1    \$1,600.00    0.00																
E 4	WDJT	10/15/12	10/15/12	Letterman 1035p-1135p	CM	1035p-1135p		1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12    10/21/12    1-----    1    \$400.00    0.00																
E 5	WDJT	10/15/12	10/15/12	Wheel of Fortune 630p-7p	CM	630p-7p		1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/15/12    10/21/12    1-----    1    \$1,500.00    0.00																
E 6	WDJT	10/14/12	10/14/12	Sun Late News	CM	10p-1035p		-----1	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    -----1    1    \$1,600.00    0.00																
E 7	WDJT	10/11/12	10/11/12	M-F Late News	CM	10p-1035p		---1---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    ---1---    1    \$1,600.00    0.00																
E 8	WDJT	10/11/12	10/11/12	Letterman 1035p-1135p	CM	1035p-1135p		---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    ---1---    1    \$400.00    0.00																
E 9	WDJT	10/11/12	10/11/12	Wheel of Fortune 630p-7p	CM	630p-7p		---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    ---1---    1    \$1,500.00    0.00																
E 10	WDJT	10/09/12	10/09/12	M-F Late News	CM	10p-1035p		-1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    -1-----    1    \$1,600.00    0.00																
E 11	WDJT	10/09/12	10/09/12	Letterman 1035p-1135p	CM	1035p-1135p		-1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    -1-----    1    \$400.00    0.00																
E 12	WDJT	10/09/12	10/09/12	Wheel of Fortune 630p-7p	CM	630p-7p		-1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    -1-----    1    \$1,500.00    0.00																
E 13	WDJT	10/10/12	10/10/12	M-F Late News	CM	10p-1035p		--1----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    --1----    1    \$1,600.00    0.00																
E 14	WDJT	10/10/12	10/10/12	Letterman 1035p-1135p	CM	1035p-1135p		--1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    --1----    1    \$400.00    0.00																
E 15	WDJT	10/10/12	10/10/12	Wheel of Fortune 630p-7p	CM	630p-7p		--1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/08/12    10/14/12    --1----    1    \$1,500.00    0.00																

Totals 15 \$17,500.00